



**KRYSTAL DE SOUZA**

## **MISSION STATEMENT:**

**I AIM TO MEET AND SURPASS THE EXPECTATIONS  
OF ALL CLIENTS BY CREATING EFFECTIVE,  
SUCCESSFUL, & BEAUTIFUL WORK IN A TIMELY  
AND PROFESSIONAL MANNER.**

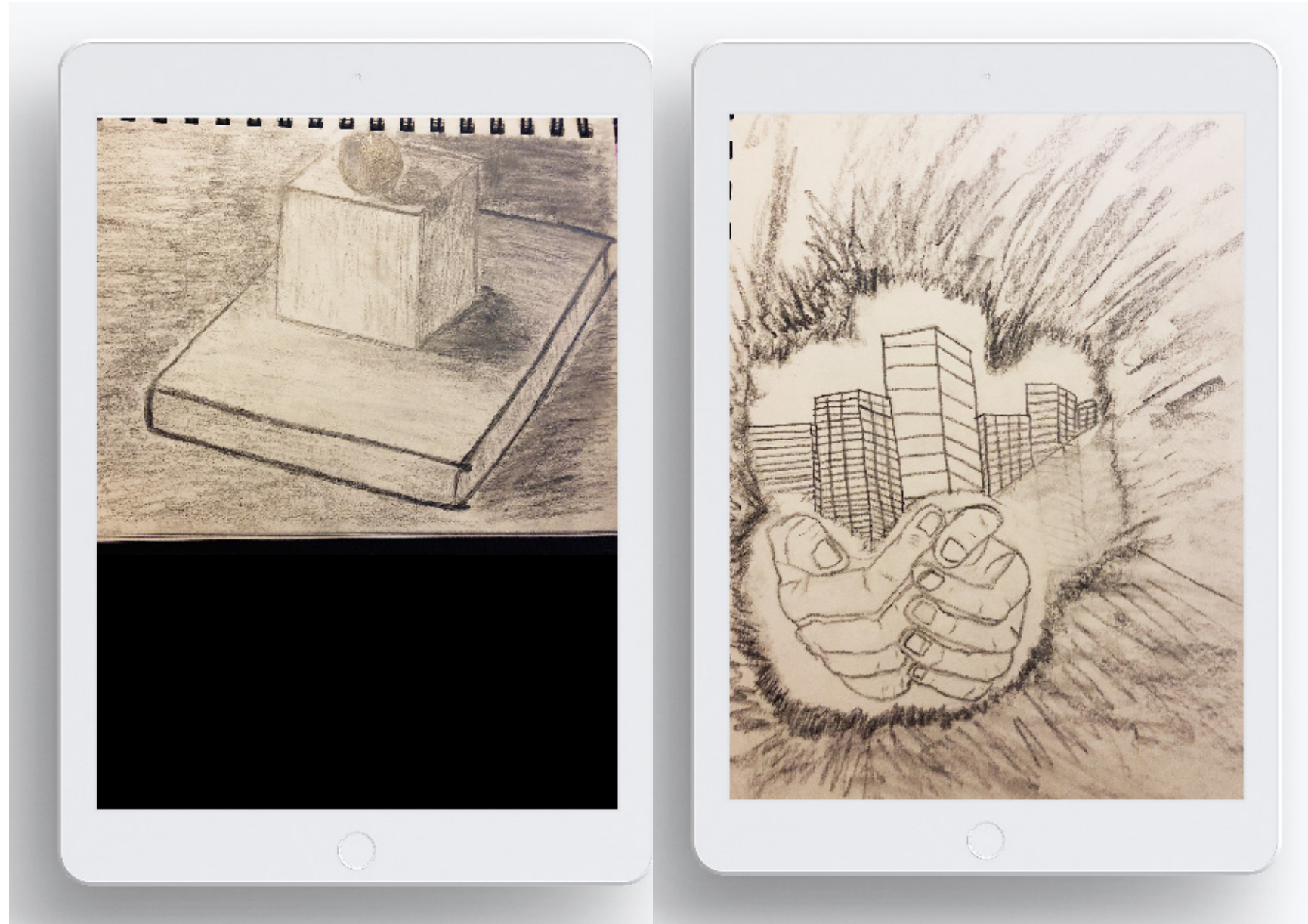
**THE ORIGIN.**

ST. LUCIA





# HIGH SCHOOL



# JOHN JAY COLLEGE



**WHAT KIND OF DESIGNER AM I?**

**THE NOW.**

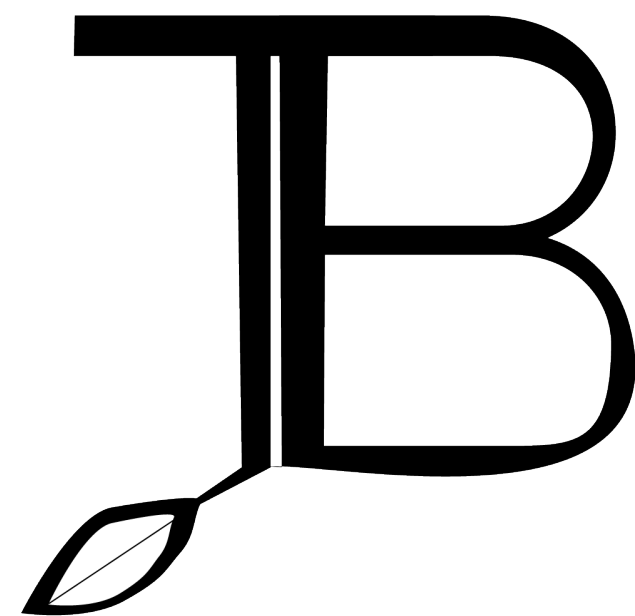
## LOGOS





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TRES BON  
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## POSTERS

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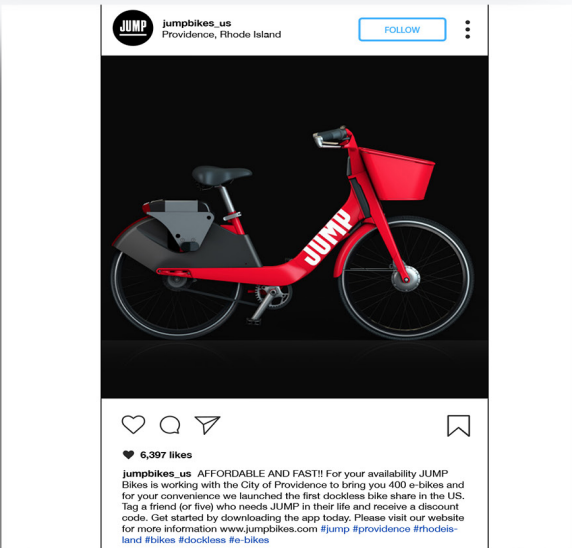
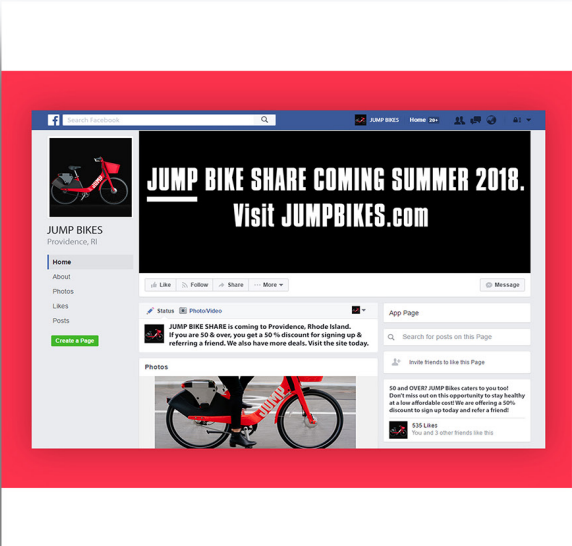
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- JUMP BIKE SHARE PROGRAM
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**68,000**  
The number of veterans with opioid use disorders.



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The number of veterans with opioid use disorders.




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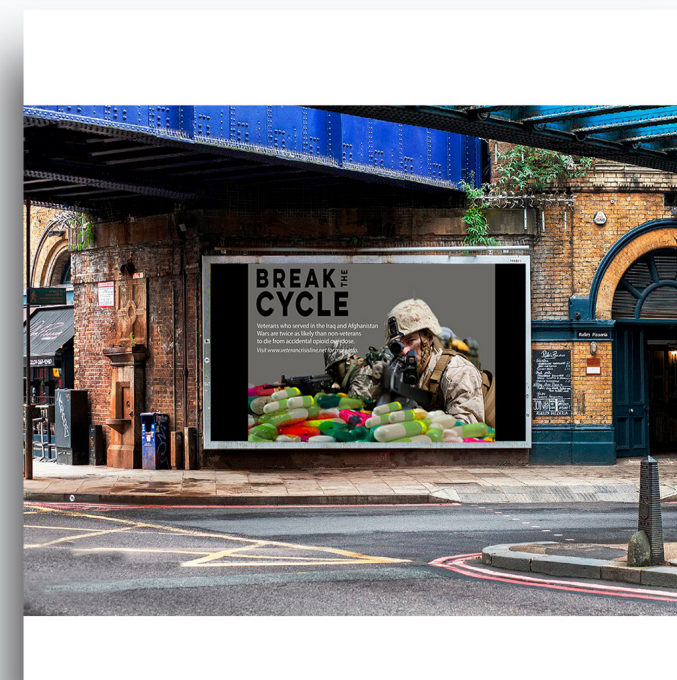
 **OPIOID ABUSE**  
about 3 months ago

Opioid Abuse is everywhere and affects our Vets more than we think. Check out our installation at Grand Central Terminal and hashtag #saveourvets. If you know any vets that may need help visit <http://www.veteranscrisisline.net>

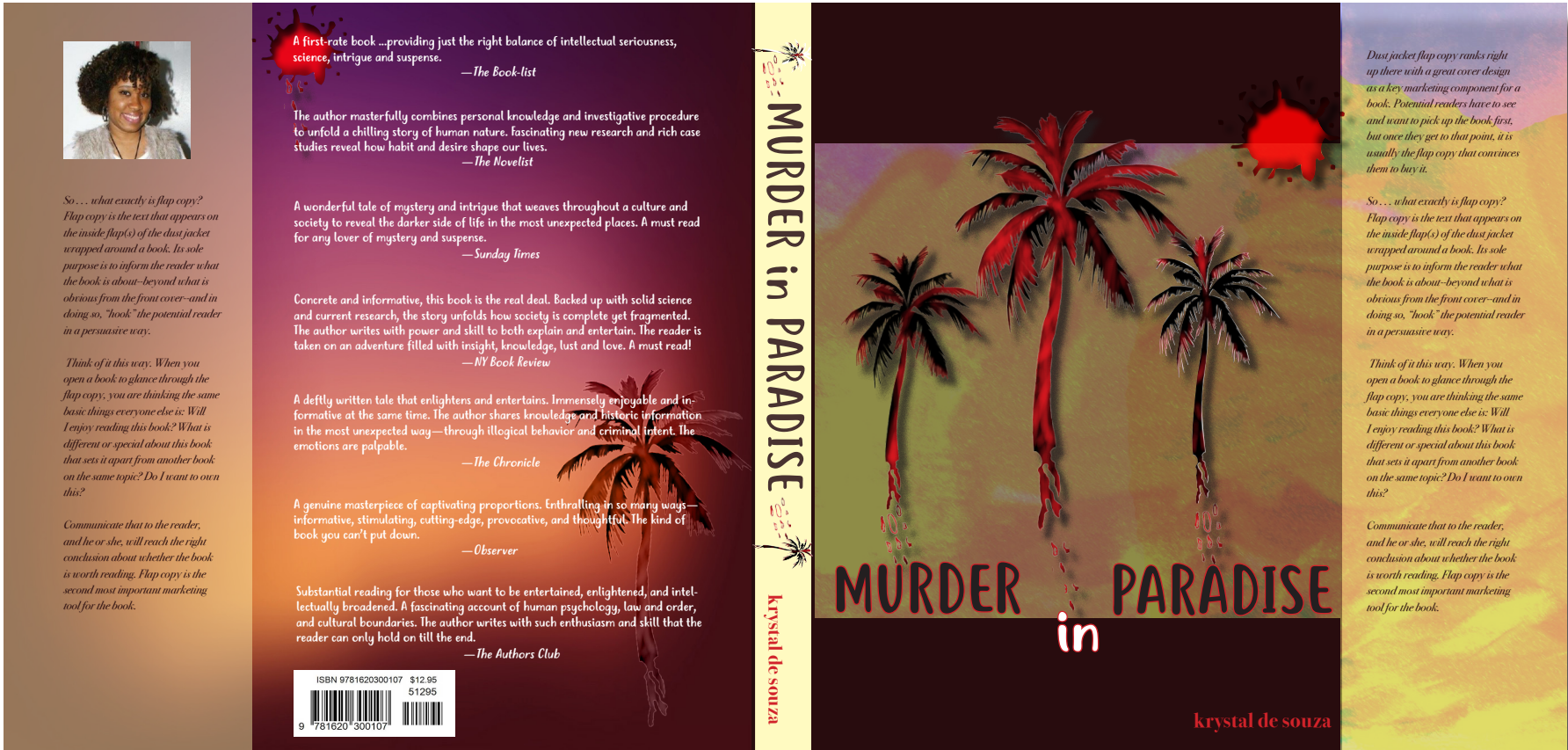


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# BOOK DUST JACKET



So... what exactly is flap copy?  
Flap copy is the text that appears on the inside flap(s) of the dust jacket wrapped around a book. Its sole purpose is to inform the reader what the book is about—beyond what is obvious from the front cover—and in doing so, "hook" the potential reader in a persuasive way.

Think of it this way. When you open a book to glance through the flap copy, you are thinking the same basic things everyone else is: Will I enjoy reading this book? What is different or special about this book that sets it apart from another book on the same topic? Do I want to own this?

Communicate that to the reader, and he or she, will reach the right conclusion about whether the book is worth reading. Flap copy is the second most important marketing tool for the book.

A first-rate book ...providing just the right balance of intellectual seriousness, science, intrigue and suspense.

—The Book-list

The author masterfully combines personal knowledge and investigative procedure to unfold a chilling story of human nature, fascinating new research and rich case studies reveal how habit and desire shape our lives.

—The Novelist

A wonderful tale of mystery and intrigue that weaves throughout a culture and society to reveal the darker side of life in the most unexpected places. A must read for any lover of mystery and suspense.

—Sunday Times

Concrete and informative, this book is the real deal. Backed up with solid science and current research, the story unfolds how society is complete yet fragmented. The author writes with power and skill to both explain and entertain. The reader is taken on an adventure filled with insight, knowledge, lust and love. A must read!

—NY Book Review

A deftly written tale that enlightens and entertains. Immensely enjoyable and informative at the same time. The author shares knowledge and historic information in the most unexpected way—through illogical behavior and criminal intent. The emotions are palpable.

—The Chronicle

A genuine masterpiece of captivating proportions. Enthralling in so many ways—informative, stimulating, cutting-edge, provocative, and thoughtful. The kind of book you can't put down.

—Observer

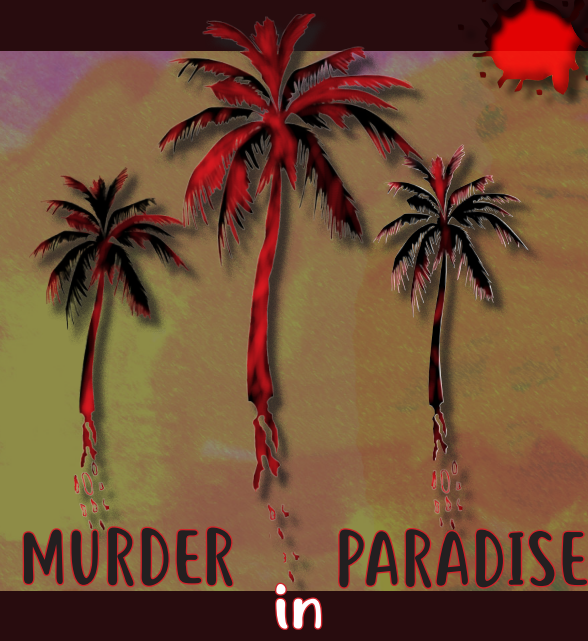
Substantial reading for those who want to be entertained, enlightened, and intellectually broadened. A fascinating account of human psychology, law and order, and cultural boundaries. The author writes with such enthusiasm and skill that the reader can only hold on till the end.

—The Authors Club



MURDER in PARADISE

krystal de souza



krystal de souza

Dust jacket flap copy ranks right up there with a great cover design as a key marketing component for a book. Potential readers have to see and want to pick up the book first, but once they get to that point, it is usually the flap copy that convinces them to buy it.

So... what exactly is flap copy?  
Flap copy is the text that appears on the inside flap(s) of the dust jacket wrapped around a book. Its sole purpose is to inform the reader what the book is about—beyond what is obvious from the front cover—and in doing so, "hook" the potential reader in a persuasive way.

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# BROCHURE



## ■ Bacon & Kimchi Burgers

**Ingredients:**

- ¼ cup sambal oelek (Indonesian chile sauce)
- ¼ cup mayonnaise & ketchup
- 4 slices of thick-cut bacon
- 1 ¼ pounds ground beef chuck
- 4 slices of American cheese
- 4 potato buns (toasted)
- 1 cup chopped drained cabbage kimchi (6 ounces)

**Instructions:**

- In a small bowl, combine the sambal with the mayonnaise and ketchup and mix well.
- Light a grill or preheat a grill pan. Grill the bacon over moderate heat, turning, until golden and crisp, about 5 minutes total. Drain on paper towels.
- Form the beef into eight ¾-inch-thick burgers and season with salt. Grill over high heat, turning, until browned, 1 minute per side. Make 4 stacks of 2 burgers each on the grill and spoon 1 tablespoon of the sambal mayo over each stack. Top with the cheese, cover and grill over high heat just until the cheese is melted, about 1 minute.
- Spread the remaining sambal mayo on the bottom buns.



## ■ Asian-Style Pork Burgers

**Ingredients:**

- 1 ½ pounds ground pork
- 2 scallions, thinly sliced
- 1 tablespoon finely grated fresh ginger
- 1 large garlic clove, minced
- 1 ½ teaspoons Asian sesame oil, Kosher salt, & freshly ground pepper
- 4 hamburger buns, split
- 2 cups coleslaw mix
- 2 teaspoons rice vinegar
- 1 teaspoon soy sauce

**Instructions:**

- Light a grill or preheat a grill pan. In a large bowl, mix the pork with the scallions, ginger, garlic, 1 teaspoon of the sesame oil, 2 teaspoons of kosher salt and ½ teaspoon pepper. Form the meat into four ¾-inch thick patties.
- Grill the burgers, turning once, until cooked through, about 8 minutes. Lightly toast the buns on the grill.
- In a medium bowl, toss the coleslaw mix with the rice vinegar, soy sauce. Set the burgers on the buns and top with the slaw.

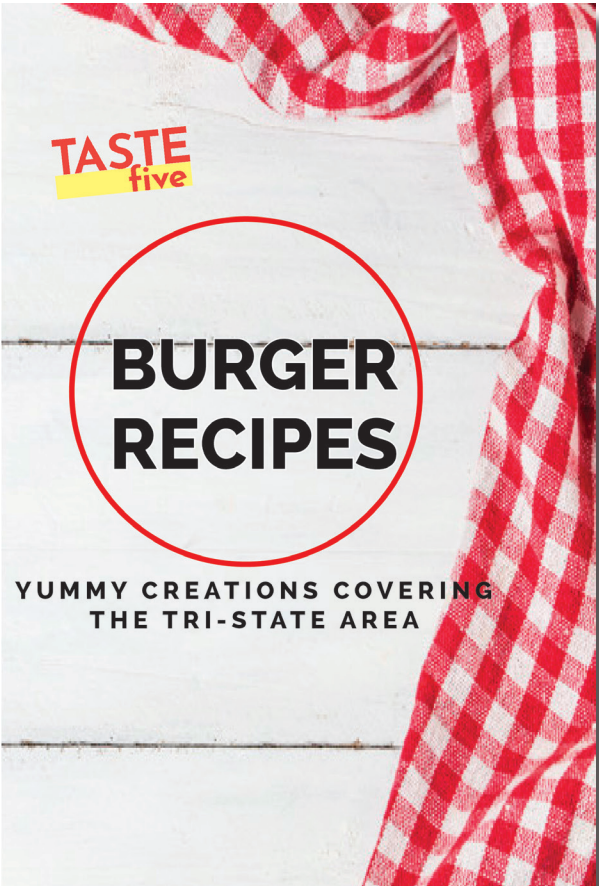
## ■ Minetta Burger

**Ingredients:**

- 2 tablespoons unsalted butter
- 1 large yellow onion, halved and thinly sliced
- ¼ cup water Kosher salt and freshly ground pepper
- 2 pounds ground sirloin
- 1 tablespoon vegetable oil
- 5 ounces sharp cheddar cheese, thinly sliced
- 4 brioche buns, split and toasted
- Lettuce, tomato slices and pickles, for serving

**Instructions:**

- In a large skillet, melt the butter. Add the onion and cook over moderate heat, stirring occasionally, until deep golden, about 40 minutes. Add the water and scrape up any browned bits. Cook until the liquid evaporates, about 5 minutes. Season the caramelized onion with salt and pepper; keep warm.
- Gently shape the sirloin into four 1-inch-thick patties. Season generously with salt and pepper. In a large cast-iron skillet, heat the oil. Cook the burgers over moderately high heat until deep brown outside and medium-rare within, about 6 minutes per side. During the last 2 minutes, top the burgers with the cheese and cover loosely with foil so the cheese melts.
- Transfer the burgers to the buns, top with the caramelized onion and serve, with a side of lettuce, tomato and pickles.





# PHOTO RESTORATION





**THE FUTURE.**



KD DESIGNS 